

Last Received: 09/17/2012 8:09 AM
Showing Buylines: All Lines

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () IAN AMBRON

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-525-9757

RESTORE OUR FUTURE SC=*

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-------------------------------|-------------|---------|-------|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| | 1 | W-F | 6A-7A | | :30 | \$800.00 | 09/19-09/21 | 3 | 1 | 3 | \$2,400.00 | |
| | | Buyline Comment: NEWS | | | | | | | | | | |
| | 2 | W-F | 12P-1P | | :30 | \$650.00 | 09/19-09/21 | 3 | 1 | 3 | \$1,950.00 | |
| | | Buyline Comment: NEWS | | | | | | | | | | |
| | 3 | W-F | 5P-530P | | :30 | \$1,500.00 | 09/19-09/21 | 3 | 1 | 3 | \$4,500.00 | |
| | | Buyline Comment: NEWS | | | | | | | | | | |
| | 4 | W-F | 11P-1135P | | :30 | \$1,500.00 | 09/19-09/21 | 3 | 1 | 3 | \$4,500.00 | |
| | | Buyline Comment: NEWS | | | | | | | | | | |
| | 5 | W-F | 1135P-1235A | | :30 | \$650.00 | 09/19-09/21 | 6 | 1 | 6 | \$3,900.00 | |
| | | Buyline Comment: TONIGHT SHOW | | | | | | | | | | |
| | 6 | SA | 6A-7A | | :30 | \$400.00 | 09/22-09/22 | 1 | 1 | 1 | \$400.00 | |
| | | Buyline Comment: NEWS | | | | | | | | | | |
| | 7 | SA | 7A-8A | | :30 | \$850.00 | 09/22-09/22 | 1 | 1 | 1 | \$850.00 | |
| | | Buyline Comment: NEWS | | | | | | | | | | |
| | 8 | SA | 6P-630P | | :30 | \$1,200.00 | 09/22-09/22 | 1 | 1 | 1 | \$1,200.00 | |
| | | Buyline Comment: NEWS | | | | | | | | | | |
| | 9 | SA | 11P-1130P | | :30 | \$1,500.00 | 09/22-09/22 | 1 | 1 | 1 | \$1,500.00 | |
| | | Buyline Comment: NEWS | | | | | | | | | | |

Station WOOD-TV GRAND RAPIDS, MI.
Advertiser () .RESTORE OUR FUTURE
Product RESTORE OUR FUTURE
Estimate# 2017
Buyer ELISE CLOYD
Phone#
Fax#

Agency () MENTZER MEDIA
600 FAIRMONT AVE, S#306
TOWSON, MD 21286
Agency C/P1/P2/E //2017
Flight Dates 09/19/2012 - 09/25/2012
Hiatus Weeks

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| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-------|-------------------------------|---------|------|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ---- | ----- | ----- | ----- |
| | 10 | SU | 6A-7A | | :30 | \$450.00 | 09/23-09/23 | 1 | 1 | 1 | \$450.00 | |
| | | | Buyline Comment: NEWS | | | | | | | | | |
| | 11 | SU | 7A-8A | | :30 | \$950.00 | 09/23-09/23 | 1 | 1 | 1 | \$950.00 | |
| | | | Buyline Comment: NEWS | | | | | | | | | |
| | 12 | SU | 8A-9A | | :30 | \$1,600.00 | 09/23-09/23 | 1 | 1 | 1 | \$1,600.00 | |
| | | | Buyline Comment: SUN TODAY | | | | | | | | | |
| | 13 | SU | 10A-1030A | | :30 | \$500.00 | 09/23-09/23 | 1 | 1 | 1 | \$500.00 | |
| | | | Buyline Comment: TO THE POINT | | | | | | | | | |
| | 14 | SU | 1130P-12A | | :30 | \$500.00 | 09/23-09/23 | 1 | 1 | 1 | \$500.00 | |
| | | | Buyline Comment: NEWS | | | | | | | | | |
| | 15 | M-TU | 6A-7A | | :30 | \$800.00 | 09/24-09/25 | 2 | 1 | 2 | \$1,600.00 | |
| | | | Buyline Comment: NEWS | | | | | | | | | |
| | 16 | M-TU | 12P-1P | | :30 | \$650.00 | 09/24-09/25 | 2 | 1 | 2 | \$1,300.00 | |
| | | | Buyline Comment: NEWS | | | | | | | | | |
| | 17 | M-TU | 5P-530P | | :30 | \$1,500.00 | 09/24-09/25 | 2 | 1 | 2 | \$3,000.00 | |
| | | | Buyline Comment: NEWS | | | | | | | | | |
| | 18 | M-TU | 11P-1135P | | :30 | \$1,500.00 | 09/24-09/25 | 2 | 1 | 2 | \$3,000.00 | |
| | | | Buyline Comment: NEWS | | | | | | | | | |
| | 19 | M-TU | 1135P-1235A | | :30 | \$650.00 | 09/24-09/25 | 4 | 1 | 4 | \$2,600.00 | |
| | | | Buyline Comment: TONIGHT SHOW | | | | | | | | | |

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Product RESTORE OUR FUTURE

Estimate# 2017

Buyer ELISE CLOYD

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600 FAIRMONT AVE, S#306

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Hiatus Weeks

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Report Totals: 39 / \$36,700.00

---SALES MONTHLY TOTALS---

Sep 12: 39 / \$36,700.00

Sales Totals: 39 / \$36,700.00

Station Totals: 39 / \$36,700.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | | | | | | |
|---------------|-----------|------|----|------|-----|------|-----|------|-----|------|-----|
| Market Totals | \$183,500 | CATV | 0% | WOOD | 20% | WOTV | 0% | WWMT | 46% | WXMI | 16% |
| | | WXSP | 0% | WZPX | 0% | WZZM | 18% | | | | |

Books null

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE